Alexander Witek

Design + Content Direction

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I design brand identities and direct the films, websites and social campaigns that bring them to an audience. I've taken a family knitwear brand from garment label to preorder campaign and built a weekly documentary series from reporting through release.

Experience

Founder and Director Jun 2021 – Present

Alexander Witek Architectural & Real Estate Media · New York, NY

- Set the visual direction for Witek Knitwear with its founder. Designed the garment label and storefront mockup, then cut the vertical films for a Meta preorder campaign that recorded 268 product-content views.
- Directed a series of on-camera agent profiles for Alta Real Estate and made 3D teaching visuals and a website film for Holzraum System. Lead the studio's shoots, edits, motion graphics and client delivery.

Lead Video Producer Jan 2023 – Present

Passive House Accelerator · New York, NY

- Led video production across all platforms for Passive House Accelerator and Reimagine Buildings. Launched the sister channel, designed its house mark and rebuilt the editorial schedule around weekly releases.
- Wrote host scripts with architects and engineers, directed on-location interviews and edited tours for YouTube and vertical cuts for LinkedIn and Instagram. A Brooklyn carriage-house tour passed 100,000 views.
- Wrote production standards and trained staff. Worked with founders and sponsors on live events, livestream conferences and sponsored programming.

Video Producer Nov 2021 – Jan 2023

SERHANT. · New York, NY

- Shot and edited listing films and agent profiles covering more than $6 billion in real estate. My films drew over four million views. Coached agents on camera and developed recurring video formats.
- Contributed to the SERHANT. team's 2022 and 2023 Shorty Award wins for real estate marketing.

Selected production credits

Director of Photography, Bravo Studios (2021). Operated studio cameras on shoots for Gucci and Tory Burch. Directed and produced the short western Montelobos (2020).

Independent design work

Freefly Systems concept campaigns. Designed an interactive Ember S5K camera tour, wrote launch and follow-up emails, and developed a trade-show demo. The Alta X Gen2 study paired sports advertising with a printed camera-department case insert.

Tools and qualifications

Design and post Adobe Illustrator, InDesign, Photoshop, Premiere Pro and After Effects. Frame.io and YouTube Studio for review and performance tracking.

Production Cinematography, motion graphics, camera rigging and aerial filming. FAA Part 107 current.

Education BA, Film and Digital Media, The American University of Rome (2018). Certificate in Real Estate Development, Cornell University (eCornell, 2025).

Languages English and conversational Italian. Authorized to work in the United States and European Union.